



QUALITY OF TRADE VISITORS

81.3% of exhibitors rate the quality of the trade visitors to their stands positively.



FOLLOW-UP BUSINESS

91.7% of exhibitors expect a positive post-show business.

GOALS AND DEGREE OF ACHIEVEMENT

(Multiple citations)

Gaining new customers



Effective company presentation



Strengthening of existing business relations



Information for trade visitors



Presentation of new products



Orders/Concluding deals



Finding new suppliers



Preparation of business deals



Other goals





COMMERCIAL SUCCESS

87.4% of exhibitors rated the business success of their participation as positive.

OVERALL IMPRESSION AND OUTLOOK

87.3%

87.3% of exhibitors had a positive overall impression of FRUIT LOGISTICA.

88.5%

88.5% of exhibitors would recommend others to exhibit at FRUIT LOGISTICA.

91.7%

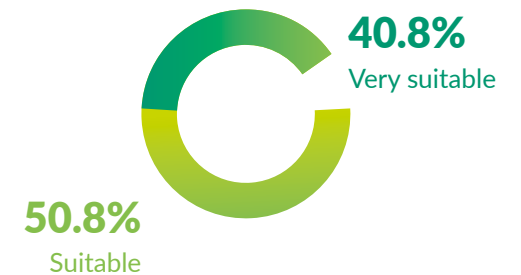
91.7% of exhibitors intend to exhibit again at the next FRUIT LOGISTICA.

EXHIBITION FOCUS

(Multiple citations, no. of citations N >=2.8%)

Fresh fruits	46.6%	Packaging machinery	7.8%	Storage	4.8%
Fresh vegetables	32.1%	Digital technology/Applications	6.2%	Mushrooms	3.9%
Technical services	13.9%	Frozen fruits and vegetables	6.1%	Greenhouse technology	3.9%
Packaging	12.0%	Transport/Logistics	5.9%	Associations/Institutions	3.5%
Potatoes	8.9%	Dried fruits/Nuts	5.0%	Convenience products	2.8%

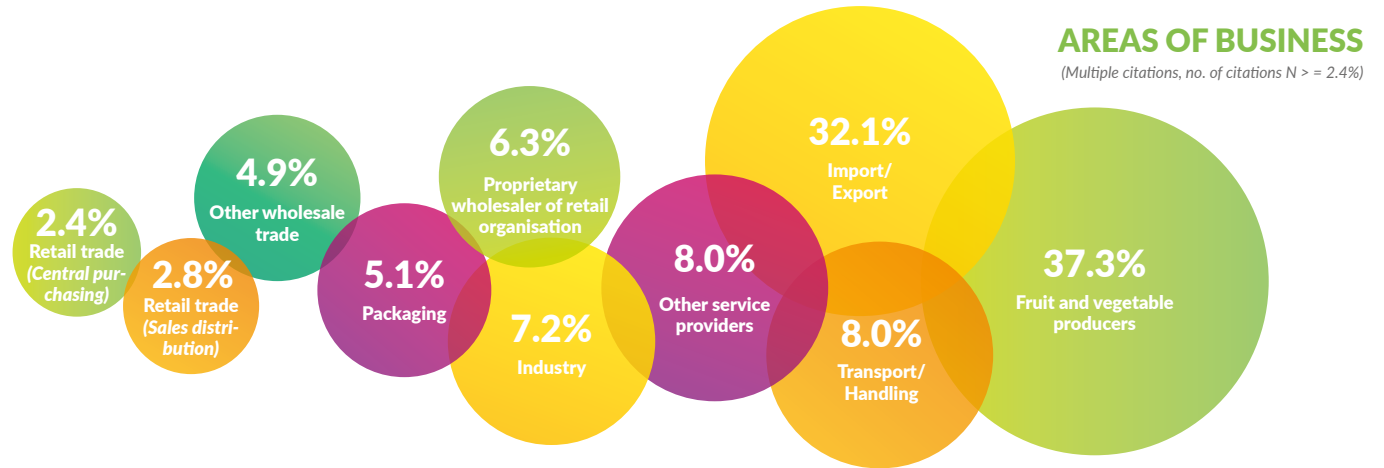
PRESENTATION OF INNOVATIONS AND NEW PRODUCTS



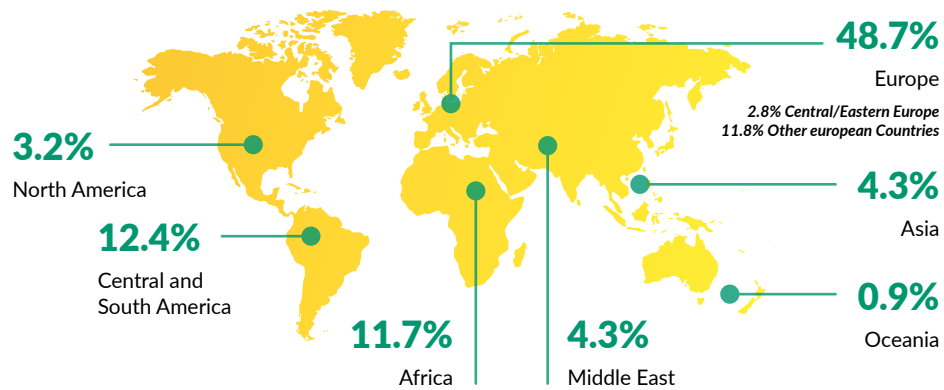


STATUS

74.5% of trade visitors hold a leading management position.*



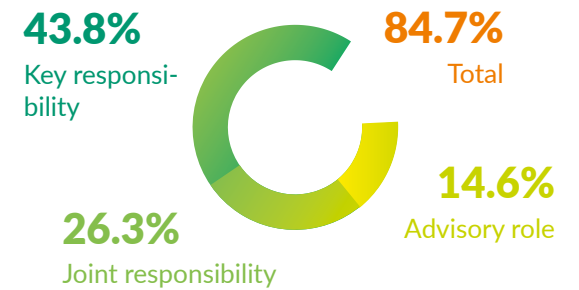
ORIGIN OF TRADE VISITORS



Rest of the world



LEVEL OF RESPONSIBILITY



Collated and analysed by Gelszus Messe-Marktforschung GmbH with FKM-Certification

*managing director, partner, member of the board of management, head of department, independent businessperson etc.

OVERALL IMPRESSION AND OUTLOOK

95.1%

95.1% had an overall positive impression of FRUIT LOGISTICA.

96.0%

96.0% would recommend FRUIT LOGISTICA to others.

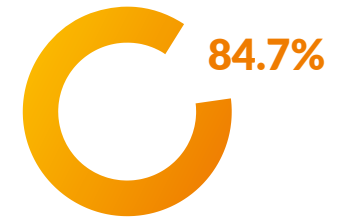
91.2%

91.2% intend to visit the next FRUIT LOGISTICA.



RANGE OF PRODUCTS

93.1% of trade visitors rate the range of products and services of FRUIT LOGISTICA positively.



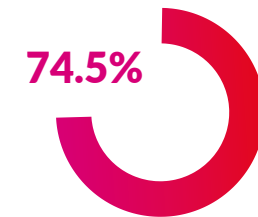
COMMERCIAL SUCCESS

84.7% of trade visitors rate the commercial success of their visit to the exhibition as very good and good.

INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N >=2.3%)

Fresh fruits	49.2%	Transport/Logistics	11.5%	Greenhouse technology	7.4%
Fresh vegetables	32.7%	Packaging machinery	11.2%	Mushrooms	7.0%
Packaging	15.5%	Dried fruits/Nuts	10.4%	Convenience products	4.0%
Frozen fruits and vegetables	13.2%	Storage	9.8%	Waste management	2.6%
Potatoes	11.8%	Marketing/Market research	9.2%	Self-service flowers/Potted plants	2.3%
Technical services	11.7%	Digital technology/Applications	8.4%		



FOLLOW-UP BUSINESS

74.5% of trade visitors expect a good volume of business resulting from the trade show.